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A method of embedding digital watermark information $b_1 - b_n$ ($2 \leq n$) in image data. The image data is divided into a plurality of areas S each consisting of $M \times N$ ($1 \leq M, N$) pixels. A plurality of areas G each consisting of $P \times Q$ ($1 \leq P, Q$) of the areas S are defined. Each of the areas S constituting each area G is allocated to some one of: areas $T_1 - T_n$ in which said digital watermark information $b_1 - b_n$ is respectively embedded and areas $H_1 - H_m$ ($1 \leq m$) in which information is not embedded. One or more areas T and one or more areas H are located in a predetermined arrangement in each area G . And, the plurality of areas G are located in a predetermined rule.